

1 of 9

Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	F	11A-12P	FOX NEWS AT 11	:30	\$200.00	08/24-08/24	2	1	2	\$400.00	
	Rating: 1.1											
	2	M	11A-12P	FOX NEWS AT 11	:30	\$200.00	08/27-08/27	2	1	2	\$400.00	
	Rating: 1.1											
	3	TU	11A-12P	FOX NEWS AT 11	:30	\$200.00	08/28-08/28	2	1	2	\$400.00	
	Rating: 1.1											
	4	W	11A-12P	FOX NEWS AT 11	:30	\$200.00	08/29-08/29	2	1	2	\$400.00	
	Rating: 1.1											
	5	TH	11A-12P	FOX NEWS AT 11	:30	\$200.00	08/30-08/30	2	1	2	\$400.00	
	Rating: 1.1											
	6	F	12P-1230P	FOX13-LIVE@12	:30	\$200.00	08/24-08/24	1	1	1	\$200.00	
	Rating: 1.0											
	7	M	12P-1230P	FOX13-LIVE@12	:30	\$200.00	08/27-08/27	1	1	1	\$200.00	
	Rating: 1.0											
	8	TU	12P-1230P	FOX13-LIVE@12	:30	\$200.00	08/28-08/28	1	1	1	\$200.00	
	Rating: 1.0											

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Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL

Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	9	W	12P-1230P	FOX13-LIVE@12	:30	\$200.00	08/29-08/29	1	1	1	\$200.00	
	Rating: 1.0											
	10	TH	12P-1230P	FOX13-LIVE@12	:30	\$200.00	08/30-08/30	1	1	1	\$200.00	
	Rating: 1.0											
	11	SU	9A-10A	FOX NWS SUNDAY	:30	\$150.00	08/26-08/26	2	1	2	\$300.00	
	Rating: 1.1											
	12	F	4P-5P	DR. OZ	:30	\$300.00	08/24-08/24	2	1	2	\$600.00	
	Rating: 1.0											
	13	M	4P-5P	DR. OZ	:30	\$300.00	08/27-08/27	2	1	2	\$600.00	
	Rating: 1.0											
	14	TU	4P-5P	DR. OZ	:30	\$300.00	08/28-08/28	2	1	2	\$600.00	
	Rating: 1.0											
	15	W	4P-5P	DR. OZ	:30	\$300.00	08/29-08/29	2	1	2	\$600.00	
	Rating: 1.0											
	16	TH	4P-5P	DR. OZ	:30	\$300.00	08/30-08/30	2	1	2	\$600.00	
	Rating: 1.0											
	17	F	5A-530A	GOOD DY UTAH5A	:30	\$175.00	08/24-08/24	1	1	1	\$175.00	
	Rating: 1.3											
	18	M	5A-530A	GOOD DY UTAH5A	:30	\$175.00	08/27-08/27	1	1	1	\$175.00	
	Rating: 1.3											
	19	TU	5A-530A	GOOD DY UTAH5A	:30	\$175.00	08/28-08/28	1	1	1	\$175.00	
	Rating: 1.3											

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Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL

Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	W	5A-530A	GOOD DY UTAH5A	:30	\$175.00	08/29-08/29	1	1	1	\$175.00	
Rating: 1.3												
	21	TH	5A-530A	GOOD DY UTAH5A	:30	\$175.00	08/30-08/30	1	1	1	\$175.00	
Rating: 1.3												
	22	F	530A-6A	GOOD-UTAH5:30A	:30	\$200.00	08/24-08/24	1	1	1	\$200.00	
Rating: 1.6												
	23	M	530A-6A	GOOD-UTAH5:30A	:30	\$200.00	08/27-08/27	1	1	1	\$200.00	
Rating: 1.6												
	24	TU	530A-6A	GOOD-UTAH5:30A	:30	\$200.00	08/28-08/28	1	1	1	\$200.00	
Rating: 1.6												
	25	W	530A-6A	GOOD-UTAH5:30A	:30	\$200.00	08/29-08/29	1	1	1	\$200.00	
Rating: 1.6												
	26	TH	530A-6A	GOOD-UTAH5:30A	:30	\$200.00	08/30-08/30	1	1	1	\$200.00	
Rating: 1.6												
	27	F	6A-630A	GOOD DY UTAH6A	:30	\$350.00	08/24-08/24	1	1	1	\$350.00	
Rating: 1.7												
	28	M	6A-630A	GOOD DY UTAH6A	:30	\$350.00	08/27-08/27	1	1	1	\$350.00	
Rating: 1.7												
	29	TU	6A-630A	GOOD DY UTAH6A	:30	\$350.00	08/28-08/28	1	1	1	\$350.00	
Rating: 1.7												
	30	W	6A-630A	GOOD DY UTAH6A	:30	\$350.00	08/29-08/29	1	1	1	\$350.00	
Rating: 1.7												

EC'd Yes

Traffic Order# 568494

Showing Buylines: All Lines

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Fax#

Hiatus Weeks

Salesperson () DAN DRISCOLL

Salesperson FAX# 917-206-9589

Rating: 2.5

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Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

Tax#	LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	-----	---	---	---	---	---	---	---	---
		42	F	8A-9A	GOOD DY UTAH8A	:30	\$350.00	08/24-08/24	2	1	2	\$700.00	
		Rating: 1.7											
		43	M	8A-9A	GOOD DY UTAH8A	:30	\$350.00	08/27-08/27	2	1	2	\$700.00	
		Rating: 1.7											
		44	TU	8A-9A	GOOD DY UTAH8A	:30	\$350.00	08/28-08/28	2	1	2	\$700.00	
		Rating: 1.7											
		45	W	8A-9A	GOOD DY UTAH8A	:30	\$350.00	08/29-08/29	2	1	2	\$700.00	
		Rating: 1.7											
		46	TH	8A-9A	GOOD DY UTAH8A	:30	\$350.00	08/30-08/30	2	1	2	\$700.00	
		Rating: 1.7											
		47	SA	7A-8A	GOOD DAY UT-SA	:30	\$350.00	08/25-08/25	2	1	2	\$700.00	
		Rating: 1.6											
		48	SA	8A-9A	GOOD DAY UT-SA	:30	\$350.00	08/25-08/25	2	1	2	\$700.00	
		Rating: 2.6											
		49	SU	7A-8A	GOOD DAY UT-SU	:30	\$300.00	08/26-08/26	2	1	2	\$600.00	
		Rating: 1.9											
		50	SU	8A-9A	GOOD DAY UT-SU	:30	\$300.00	08/26-08/26	2	1	2	\$600.00	
		Rating: 3.3											
		51	F	5P-530P	FOX13-LIVE @ 5	:30	\$425.00	08/24-08/24	1	1	1	\$425.00	
		Rating: 1.3											
		52	M	5P-530P	FOX13-LIVE @ 5	:30	\$425.00	08/27-08/27	1	1	1	\$425.00	
		Rating: 1.3											

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Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	53	TU	5P-530P	FOX13-LIVE @ 5	:30	\$425.00	08/28-08/28	1	1	1	\$425.00	
Rating: 1.3												
	54	W	5P-530P	FOX13-LIVE @ 5	:30	\$425.00	08/29-08/29	1	1	1	\$425.00	
Rating: 1.3												
	55	TH	5P-530P	FOX13-LIVE @ 5	:30	\$425.00	08/30-08/30	1	1	1	\$425.00	
Rating: 1.3												
	56	F	530P-6P	FOX13-LIVE@530<	:30	\$425.00	08/24-08/24	1	1	1	\$425.00	
Rating: 2.0												
	57	M	530P-6P	FOX13-LIVE@530<	:30	\$425.00	08/27-08/27	1	1	1	\$425.00	
Rating: 2.0												
	58	TU	530P-6P	FOX13-LIVE@530<	:30	\$425.00	08/28-08/28	1	1	1	\$425.00	
Rating: 2.0												
	59	W	530P-6P	FOX13-LIVE@530<	:30	\$425.00	08/29-08/29	1	1	1	\$425.00	
Rating: 2.0												
	60	TH	530P-6P	FOX13-LIVE@530<	:30	\$425.00	08/30-08/30	1	1	1	\$425.00	
Rating: 2.0												
	61	F	1005P-1035P	SEINFELD<	:30	\$450.00	08/24-08/24	1	1	1	\$450.00	
Rating: 2.3												
	62	M	1005P-1035P	SEINFELD<	:30	\$450.00	08/27-08/27	1	1	1	\$450.00	
Rating: 2.3												
	63	TU	1005P-1035P	SEINFELD<	:30	\$450.00	08/28-08/28	1	1	1	\$450.00	
Rating: 2.3												

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Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL

Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

Fax#	LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	-----	---	---	---	---	---	---	---	---
		64	W	1005P-1035P	SEINFELD<	:30	\$450.00	08/29-08/29	1	1	1	\$450.00	
		Rating: 2.3											
		65	TH	1005P-1035P	SEINFELD<	:30	\$450.00	08/30-08/30	1	1	1	\$450.00	
		Rating: 2.3											
		66	F	1035P-1105P	SIMPSONS<	:30	\$375.00	08/24-08/24	1	1	1	\$375.00	
		Rating: 1.6											
		67	M	1035P-1105P	SIMPSONS<	:30	\$375.00	08/27-08/27	1	1	1	\$375.00	
		Rating: 1.6											
		68	TU	1035P-1105P	SIMPSONS<	:30	\$375.00	08/28-08/28	1	1	1	\$375.00	
		Rating: 1.6											
		69	W	1035P-1105P	SIMPSONS<	:30	\$375.00	08/29-08/29	1	1	1	\$375.00	
		Rating: 1.6											
		70	TH	1035P-1105P	SIMPSONS<	:30	\$375.00	08/30-08/30	1	1	1	\$375.00	
		Rating: 1.6											
		71	SU	1005P-1035P	SPORTS PAGE<	:30	\$500.00	08/26-08/26	1	1	1	\$500.00	
		Rating: 2.5											
		72	SU	1035P-1105P	SIMPSONS WK<	:30	\$200.00	08/26-08/26	1	1	1	\$200.00	
		Rating: 1.6											

EC'd Yes

Traffic Order# 568494

Showing Buylines: All Lines

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Fax#

Hiatus Weeks

Salesperson () DAN DRISCOLL

Salesperson FAX# 917-206-9589

Rating: 3.8

Rep Order# 9792937 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 568494

Printed: 08/22/2012 3:50 PM
Last Received: 08/22/2012 3:08 PM
Showing Buylines: All Lines

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Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL ISSUE GROU
Product NRCC IE 2012
Estimate# 2980
Buyer Tracey Robinson
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2980
Flight Dates 08/24/2012 - 08/30/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	83	SU	930P-10P	FOX NEWS AT 9	:30	\$1,000.00	08/26-08/26	1	1	1	\$1,000.00	
Rating: 4.0												
	84	M	7P-8P	HELLS KITCHEN	:30	\$1,200.00	08/27-08/27	2	1	2	\$2,400.00	
Rating: 4.7												

---REPORT TOTALS---

Report Totals: 110 / \$46,500.00

---SALES MONTHLY TOTALS---

Aug 12: 33 / \$13,700.00 Sep 12: 77 / \$32,800.00

Sales Totals: 110 / \$46,500.00

Station Totals: 110 / \$46,500.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$232,500	CABL 0%	KDLU 0%	KJZZ 0%	KSL 26%	KSTU 20%
		KTVX 17%	KUCW 2%	KUTV 35%	UNKB 0%	UNKN 0%

Books null
Demos RA3564